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## **Kents Cavern Enlists Help of Neanderthals to Attract More Visitors to Caves in 2009**

Torquay's award-winning visitor attraction, Kents Cavern prehistoric caves, has come up with a novel way of helping to ensure that 2009 is as successful as last year – they have enlisted the help of a Neanderthal in their advertising campaigns.

“We haven't gone mad,” explains Kents Cavern proprietor, Nick Powe. “The Neanderthal featured in this year's advertising campaign, which people may have seen on posters around the Bay, is an accurate reconstruction of the kind of people who inhabited Kents Cavern tens of thousands of years ago.”

“We want to remind locals and tourists alike that Kents Cavern is an archaeological site every bit as important as Stonehenge,” continued Nick. “In fact it's the oldest Scheduled Ancient Monument in Britain, with evidence of human occupation dating back half a million years.”

“Some of the amazing finds from the caves include a 37,000 year-old ancient human jawbone (possibly Neanderthal), 400,000 year-old stone tools, and the fossilised remains of some truly terrifying ice age beasts, including Scimitar Cats, Cave Bears, Hyenas, Mammoths and Cave Lions.”

This year will see archaeological excavations at Kents Cavern for the first time in over 80 years, which could help to answer the question of how and when did Neanderthals become extinct in Britain. The caves will be open during the excavation at Easter, from 30<sup>th</sup> March until 12<sup>th</sup> April, and visitors will be able to view the dig in action as part of their cave tour.

Kents Cavern is doing its bit to help visitors beat the credit crunch by launching a Season Ticket which allows unlimited visits to the caves for 12 months – just £8.50 for adults and £6.50 for children. Even greater savings can be made by signing up to Full Annual Membership, which also brings with it discounts in the Kents Cavern shop and restaurant, 50% off its summer ghost evening show, and big discounts at some other local attractions.

More follows...

“Torbay has a lot to offer visitors and locals, but they expect more for their hard-earned money during these difficult economic times – and rightly so.” said Nick Powe. “That’s why Kents Cavern is pulling out all the stops this year to make sure that visitors have a fantastic time. So not only are we making cave visits better value for money, but we’re also launching a wide range of exciting events throughout the year – from a Ray Mears-type Stone Age survival course to summer ghosts shows, and even a performance of Macbeth in the caves. Log on to [www.kents-cavern.co.uk](http://www.kents-cavern.co.uk) for more details”

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